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AT EASE!

INHALE?

(SURE — ALL SMOKERS DO)

LET'S admit the fact! *Every* smoker inhales *some* of the time. And *when* you do, there's an increased chance of irritation. But — note this vital difference — reported by eminent doctors!!

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

So — for complete enjoyment of the world's finest tobaccos — with never a thought of throat irritation —

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

CREATORS OF FAMOUS CIGARETTES FOR 92 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

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Our ads neither coax nor hoax—

YOU DON'T find personal opinions... private research ...high-pressure claims...or special pleading... in ads for Philip Morris cigarettes.

Claims or pleas look silly against this vital, *proved* difference:

Read it...summed up in the findings of a group of distinguished doctors: WHEN SMOKERS CHANGED TO PHILIP MORRIS EVERY CASE OF IRRITATION OF THE NOSE OR THROAT — DUE TO SMOKING — CLEARED COMPLETELY, OR DEFINITELY IMPROVED!

SMOKING-PLEASURE without penalties! Philip Morris' superiority — for the nose and throat — is recognized by eminent medical authorities. *No other cigarette can make that statement!*

CALL FOR PHILIP MORRIS

America's FINEST Cigarette

CREATORS OF FAMOUS CIGARETTES FOR 92 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

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